



National Composition Association

Section of  Printing Industries of America, Inc.

GRAPHIC COMMUNICATIONS CENTER, 1730 NORTH LYNN STREET, ARLINGTON, VIRGINIA 22209

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"MAKING THE EQUIPMENT DECISION"

THE NEW SEMINAR WORKSHOP SPONSORED BY THE
NATIONAL COMPOSITION ASSOCIATION, A SECTION OF PIA

DECEMBER 5-6, 1972

RAMADA ROSSLYN
1900 N. Ft. Myer Drive
ARLINGTON, VIRGINIA

*NOTE: Attendance will be limited to 75 persons.
Early registration is advised.*

MAKING THE EQUIPMENT DECISION

There are over 72 phototypesetting devices on the marketplace today. This does not include the host of input keyboards, video display terminals, optical character recognition units and other devices which make up the composition system. It is no wonder one of the most perplexing problems facing a company today who wishes to purchase composition equipment is that of deciding what he needs and then matching his needs with the right piece of equipment. The National Composition Association has put together a workshop seminar program directed towards offering some insight into making the equipment decision.

The first day of the program is devoted to developing the elements which are required in a composition system. Frank Romano, NCA's Technical Director, will offer an overview outlining the specifications, capabilities, and other aspects of current photocomposition devices. Included in this presentation will also be a review of input devices. Mr. Romano will then construct for us the fundamentals of a composition system. *What is a system? and what are its elements?* will be the basis for this discussion. This presentation will be followed by "Photography's Role in the Photocomposition System." This discussion will cover film versus paper, stabilization paper, proofing, quality control, and other topic areas. The Role of the Computer as it applies to composition will also be discussed. The day will be completed with a final summary session.

To bring the first day's events into focus, equipment demonstrations will be available.

The following day will be devoted to "How to Make the Equipment Decision." Guidelines will be presented and discussed. A major portion of the presentation by Donald H. Goldman, NCA's Executive Director, will be based on NCA's booklet, "Guidelines for Making the Equipment Decision." Following this session, case studies of various companies who have made the equipment decision will be presented.

The afternoon session will give a hands-on opportunity to those in attendance to make a decision based on using these guidelines. Roundtable workshops will be conducted including a report on the results from these discussions.

Meeting materials to be distributed are NCA's "Handbook of Composition Input" and the "Guidelines for Making the Equipment Decision" booklet.

Registration fees for this meeting are \$60.00 for the first NCA member registrant and \$50 for each additional registrant from the same company; and \$90.00 for the first nonmember registrant and \$80.00 for each additional registrant from the same company. This includes two meals and a reception. As with our previous seminars, registration will be limited to 75 people. Registration fees must accompany enrollment. Because of the limited enrollment, a fee of \$25.00 will be applied in the event of cancellations received ten days prior to the meeting; balance to be refunded. Substitutions within a company will be permitted.

If you require hotel accommodations, they should be reserved through the NCA office. Please indicate this information on the registration form. Your accommodations will be confirmed.

P R O G R A M

First Day

- 9:00 - 9:15 a.m. Opening Remarks
- 9:15 - 10:00 a.m. Perspective
A keynote talk discussing the factors which make equipment selection a complex task
- 10:00 - 10:15 a.m. Break
- 10:15 - 12:00 noon Overview
An audio-visual presentation outlining the specifications, capabilities and other aspects of current photo-composition devices
Frank Romano, NCA Technical Director
- 12:00 - 1:00 p.m. Lunch
- 1:00 - 1:30 p.m. Fundamentals of a Composition System
What is a system and what are its elements will be the basis for this discussion
Frank Romano, NCA Technical Director
- 1:30 - 3:00 p.m. Photography's Role in the Photocomposition System
A presentation covering film vs. paper, stabilization material, proofing, quality control, and other topic areas
- 3:00 - 3:30 p.m. The Role of the Computer as it Applies to Composition
- 3:30 - 4:00 p.m. Summary and further questions and answers
- 4:30 - 6:00 p.m. Equipment Demonstrations
- 6:00 - 7:00 p.m. Reception

Second Day

- 9:00 - 9:10 a.m. Opening Remarks
- 9:10 - 10:30 a.m. Making the Equipment Decision
A presentation based on the NCA Booklet "Guidelines for Making the Equipment Decision" which offers an assist in picking equipment corresponding to a company's needs, including economic considerations
Donald H. Goldman, NCA Executive Director
- 10:30 - 10:45 a.m. Break
- 10:45 - 12:00 noon Case Study
Discussions on the procedures some companies followed when picking their equipment
- 12:00 - 1:00 p.m. Lunch
- 1:00 - 4:00 p.m. Decision Workshop
A roundtable workshop giving experience to those in attendance in using the "Guidelines" book to make the composition decision
- 4:00 p.m. Adjourn

MAKING THE EQUIPMENT DECISION SEMINAR WORKSHOP

REGISTRATION FORM

TO: Mrs. Heidi Hendrickson, Project Secretary
National Composition Association/PIA
1730 North Lynn Street
Arlington, Virginia 22209

The following person(s) will attend the "Making the Equipment Decision Seminar" Workshop at the Ramada Rosslyn, 1900 N. Ft. Myer Drive, Arlington, Virginia, on December 5-6, 1972.

Registration Fees: Nonmembers of NCA -- \$90.00 First Registrant
-- 80.00 Each Additional Registrant
NCA Members -- \$60.00 First Registrant
-- 50.00 Each Additional Registrant

Because of the limited enrollment, a \$25 service charge will be applied in the event of cancellations received ten days prior to the meeting; balance to be refunded. Substitutions within a company will be permitted.

<u>Name and Title of Registrant</u>	<u>Arrival Date/Time</u>	<u>Departure Date/Time</u>

Total Registration Fee (Not Including Hotel) Enclosed \$ _____

FEE MUST ACCOMPANY REGISTRATION FORM

Please make hotel accommodations as indicated below:

_____ single room(s) at \$24; _____ double room(s) at \$28 at the Ramada
Rosslyn, 1900 N. Ft. Myer Drive, Arlington, Virginia.

If hotel reservation is not needed, please check ☐.

NAME: _____

COMPANY: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

TELEPHONE: (Area Code _____) _____